

UNIQUE USERS
79,060
2,635 Daily Average

USER SESSIONS
98,034
24% Second-Visit Rate

SITEWIDE PAGEVIEWS
289,518
9,651 Daily Average

REGISTERED USERS
342,699
Total User Accounts

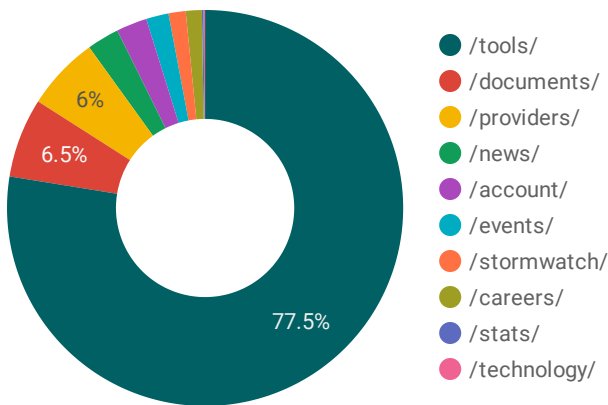
REGISTRATIONS
368
12 New Accounts Daily

NEWSLETTER DISTRIBUTION
217,906
Total Publication Subscribers

DOCUMENT DOWNLOADS
2,372
79 Claims Documents Daily

DEPRECIATION CALC
31,850
1,062 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



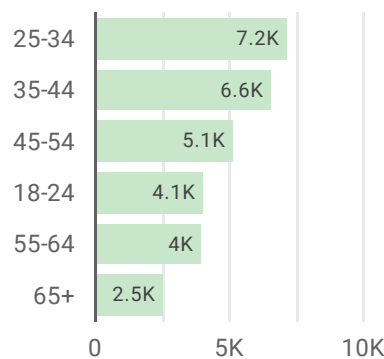
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	12.75%
/attorneys-law-firms/	5.01%
/electrical-contractors/	3.79%
/roofing-contractors/	3.44%
/contractors-general/	3.36%
/painting-contractors/	2.70%
/expert-witness-forensic-engineers/	2.69%
/plumbing-contractors/	2.59%
/excavating-contractors/	2.41%
/expert-witness-engineers/	2.32%
/heating-air-conditioning-contractors/	2.24%
/remodeling-repair-building-contractors/	2.22%

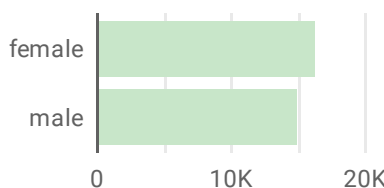
TOP STATES BY UNIQUE USERS

Texas	6,716
Illinois	3,905
Georgia	3,544
Florida	3,378
California	3,017
Virginia	2,957
Colorado	2,598
North Caroli...	2,334
New York	2,265
Pennsylvania	2,058
Ohio	1,955
Tennessee	1,932

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
619,457

CORE WEB VITALS
97.3%

GOOGLE IMPRESSIONS
4,951,137

GOOGLE SEARCH CLICKS
57,325

NATIONAL BEST PROS NETWORK

PAGEVIEWS
3,140

UNIQUE USERS
2,565

GOOGLE IMPRESSIONS
175,482

GOOGLE SEARCH CLICKS
910

LOCAL BEST PROS NETWORK

PAGEVIEWS
866

UNIQUE USERS
766

GOOGLE IMPRESSIONS
22,816

GOOGLE SEARCH CLICKS
51

USER TYPES

New Visitor	90.36%
Returning Visitor	9.64%

TOP REFERRAL SOURCES

(direct) / (none)	56.38%
google / organic	29.82%
bing / organic	6.61%
advancedadjusting.com / r...	2.27%
yahoo / organic	2.08%
duckduckgo / organic	1.40%
theclm.org / referral	0.64%